

# Arlington - Retail Demand Profile

The table below estimates potential retail demand, based on income patterns, by consumers living within a five minute drive of Arlington Town Hall, which covers nearly the entire town. Demand is compared to sales data in a variety of retail sectors, and computed into a "leakage" factor if local demand exceeds sales or a "surplus" if sales exceed local demand. Sectors with "leakage" factors have unmet local demand in Arlington for their goods and services, while sectors with "surpluses" are meeting local demand and are serving consumers from outside of town. Generally, sectors with "leakages" present opportunities for new businesses to locate in town to help satisfy local demand.



## Retail MarketPlace Profile

Town Hall  
730 Massachusetts Ave, Arlington, MA, 02476  
Drive Time: 5 minutes

Latitude: 42.41628  
Longitude: -71.15687

### Summary Demographics

2012 Population	41,268
2012 Households	18,147
2012 Median Disposable Income	\$58,984
2012 Per Capita Income	\$44,693

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$715,795,728	\$329,882,177	\$385,913,551	36.9	244
Total Retail Trade	44-45	\$639,416,676	\$306,657,772	\$332,758,904	35.2	190
Total Food & Drink	722	\$76,379,052	\$23,224,405	\$53,154,647	53.4	53

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$118,133,369	\$92,069,618	\$26,063,751	12.4	13
Automobile Dealers	4411	\$102,279,893	\$89,048,772	\$13,231,121	6.9	4
Other Motor Vehicle Dealers	4412	\$6,821,697	\$849,061	\$5,972,636	77.9	5
Auto Parts, Accessories & Tire Stores	4413	\$9,031,780	\$2,171,786	\$6,859,994	61.2	5
Furniture & Home Furnishings Stores	442	\$16,799,102	\$1,430,014	\$15,369,087	84.3	6
Furniture Stores	4421	\$8,162,381	\$764,473	\$7,397,909	82.9	2
Home Furnishings Stores	4422	\$8,636,720	\$665,542	\$7,971,179	85.7	4
Electronics & Appliance Stores	4431	\$23,024,462	\$6,362,551	\$16,661,912	56.7	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,818,628	\$3,331,980	\$18,486,649	73.5	14
Bldg Material & Supplies Dealers	4441	\$19,270,619	\$2,959,500	\$16,311,119	73.4	13
Lawn & Garden Equip & Supply Stores	4442	\$2,548,009	\$372,479	\$2,175,530	74.5	2
Food & Beverage Stores	445	\$127,093,301	\$62,053,712	\$65,039,589	34.4	26
Grocery Stores	4451	\$107,251,195	\$55,520,757	\$51,730,438	31.8	14
Specialty Food Stores	4452	\$5,434,483	\$1,498,739	\$3,935,744	56.8	8
Beer, Wine & Liquor Stores	4453	\$14,407,623	\$5,034,215	\$9,373,407	48.2	4
Health & Personal Care Stores	446,4461	\$67,897,070	\$89,437,472	-\$21,540,402	-13.7	16
Gasoline Stations	447,4471	\$60,759,899	\$6,574,700	\$54,185,199	80.5	12
Clothing & Clothing Accessories Stores	448	\$49,454,368	\$6,088,535	\$43,365,833	78.1	24
Clothing Stores	4481	\$36,330,884	\$3,178,208	\$33,152,677	83.9	16
Shoe Stores	4482	\$6,682,177	\$734,202	\$5,947,975	80.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$6,441,307	\$2,176,125	\$4,265,181	49.5	5
Sporting Goods, Hobby, Book & Music Stores	451	\$19,516,958	\$6,335,743	\$13,181,215	51.0	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,876,340	\$4,570,341	\$11,306,000	55.3	10
Book, Periodical & Music Stores	4512	\$3,640,618	\$1,765,403	\$1,875,216	34.7	7
General Merchandise Stores	452	\$74,676,642	\$9,370,685	\$65,305,957	77.7	6
Department Stores Excluding Leased Depts.	4521	\$41,745,018	\$8,560,329	\$33,184,690	66.0	1
Other General Merchandise Stores	4529	\$32,931,624	\$810,357	\$32,121,267	95.2	5
Miscellaneous Store Retailers	453	\$16,980,605	\$4,474,053	\$12,506,552	58.3	34
Florists	4531	\$1,269,018	\$714,776	\$554,242	27.9	9
Office Supplies, Stationery & Gift Stores	4532	\$6,209,343	\$647,783	\$5,561,560	81.1	6
Used Merchandise Stores	4533	\$2,863,880	\$1,339,077	\$1,524,802	36.3	6
Other Miscellaneous Store Retailers	4539	\$6,638,364	\$1,772,416	\$4,865,948	57.9	13
Nonstore Retailers	454	\$43,262,270	\$19,128,709	\$24,133,561	38.7	8
Electronic Shopping & Mail-Order Houses	4541	\$30,489,097	\$0	\$30,489,097	100.0	0
Vending Machine Operators	4542	\$1,072,522	\$108,170	\$964,352	81.7	1
Direct Selling Establishments	4543	\$11,700,652	\$19,020,539	-\$7,319,888	-23.8	7
Food Services & Drinking Places	722	\$76,379,052	\$23,224,405	\$53,154,647	53.4	53
Full-Service Restaurants	7221	\$40,382,029	\$10,346,574	\$30,035,455	59.2	25
Limited-Service Eating Places	7222	\$29,941,371	\$12,613,791	\$17,327,580	40.7	26
Special Food Services	7223	\$3,842,852	\$55,302	\$3,787,550	97.2	1
Drinking Places - Alcoholic Beverages	7224	\$2,212,800	\$208,738	\$2,004,062	82.8	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

May 08, 2013

# Arlington - Retail Demand Profile

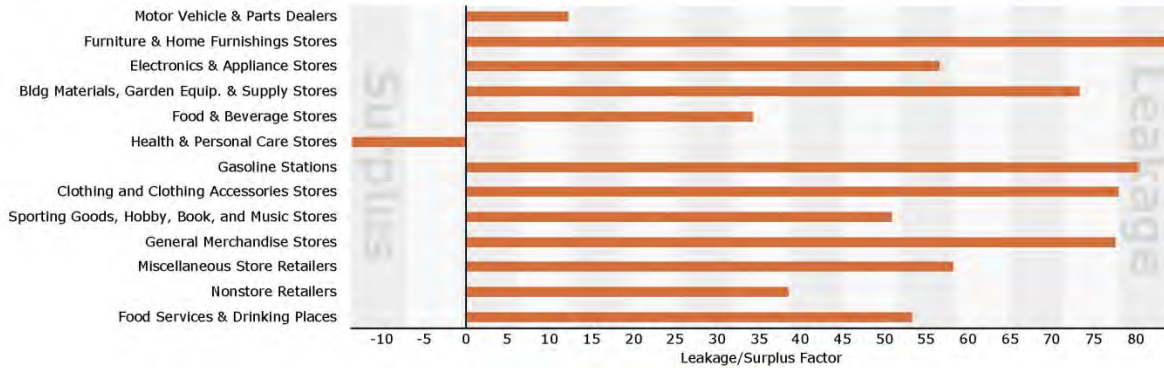


## Retail MarketPlace Profile

Town Hall  
730 Massachusetts Ave, Arlington, MA, 02476  
Drive Time: 5 minutes

Latitude: 42.41628  
Longitude: -71.15687

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

May 08, 2013

©2013 Esri

Made with Esri Business Analyst  
www.esri.com/ba 800-447-9778

Page 2 of 6